SSI Completes Acquisition of MyOpinions and SmileCity

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Additions Make SSI Largest Online Market Research Provider in Australia and New Zealand

SSI today announced it has successfully completed the acquisition of the assets of MyOpinions in Australia and SmileCity in New Zealand.Â The acquisition combines these large, high quality panels with SSIâ€™s existing online panel assets to create the largest online panel in each country.

For market researchers, this means SSI now offers broader reach and better feasibility for conducting B2C and B2B research in Australia and New Zealand.Â Together with its expert programming and hosting capabilities, SSI is the clear choice for marketers and researchers looking for a one-stop survey research partner. Â

â€œSSI is pleased to complete this latest acquisition to further strengthen our presence in Asia Pacific and continue our worldwide expansion to offer the best products and services to our customers,â€• said SSI President and CEO Chris Fanning.Â â€œThis reinforces SSIâ€™s position as the leading global online panel and survey research provider in the market today.â€•

This acquisition strengthens SSIâ€™s leadership position as a global data solutions and technology company, and aligns with its overall strategy to invest in the Asia Pacific region.Â SSIâ€™s expanded presence in Australia and New Zealand combines industry-leading technology, proven online panelist recruitment techniques and a singular focus on quality to enable the best access to consumers and professionals available.

The MyOpinions Panel has been built over the past 14 years and sets the benchmark for quality online research for a large number of leading research agencies and corporate clients in Australia and elsewhere.

SmileCity Ltd., established in 2003, is an online rewards program exclusively for New Zealanders.

Both MyOpinions Ltd. and SmileCity Ltd. are owned by parent company PermissionCorp. Â

The majority owner of SSI is HGGC, a leading middle-market private equity firm.